



2007 ENERGY STAR® Award Application: Partner of the Year – New Homes

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (or authorized advertising/PR firm)

Communications Contact E-Mail Address

Phone

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2007 ENERGY STAR Awards." **Signatory must be an employee of the organization listed above.**

Name Printed/Signed

Title

Date

Part II: Partner of the Year – New Homes Application

Eligibility: **Partner of the Year – New Homes¹**

ENERGY STAR builders and verification organization partners (i.e., home energy rating providers and raters) in markets with **at least 10 percent** market penetration for ENERGY STAR qualified homes.

ENERGY STAR Partners in markets with **less than 10 percent** penetration may also apply. To be competitive for selection, applicants must demonstrate how they have established a foundation for increasing consumer awareness and future growth of ENERGY STAR qualified homes in their market.

Description: This award provides special recognition to ENERGY STAR partners who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets.

Please complete this application by answering each question listed below (bulleted answers are strongly preferred). Your total submitted application should not exceed **two pages** (excluding the General Information section and the Summary of Accomplishments).

A. Please indicate your Partner Type:

- ___ Builder (please specify type):
 - ___ Custom/small site builder
 - ___ Production site builder
 - ___ Manufactured home plant
 - ___ Manufactured home retailer
- ___ Verification Organization (please specify type):
 - ___ HERS or BOP Provider
 - ___ HERS Rater or BOP Inspector

B. What is the penetration of ENERGY STAR qualified homes in your market?

- ☐ 10% or more
- ☐ Less than 10%

C. How many ENERGY STAR qualified homes did your organization build or verify in 2006? _____

▪ **Additional Questions for Builders:**

1. What percentage of homes built by your organization earned the ENERGY STAR in 2006? _____

¹ Utilities and other sponsoring programs that partner with ENERGY STAR for New Homes should apply for the “Excellence in Energy Efficiency Program Delivery” award under the General/Program Sponsor category.

2. For multi-market production builders, what percentage of your organization's Divisions/Regional Offices built ENERGY STAR qualified homes in 2006? _____

▪ **Additional Question for Verification Organizations:**

What percentage of ENERGY STAR qualified homes in your market(s) did your organization verify in 2006? _____

Award Evaluation Criteria

Section 1. Market Transformation

How has your organization directly contributed to the growth of ENERGY STAR in your market(s)?

Examples of items to address include: Increased number of homes qualified as ENERGY STAR this year, education and recruitment of new partners, efforts to build consumer awareness, participation in ENERGY STAR outreach efforts, working with other ENERGY STAR partners and local associations, support for special events.

Section 2. Marketing and Sales

How has your organization effectively utilized the ENERGY STAR mark and messaging for marketing and sales?

Please attach electronic '.jpg' or '.gif' images to support your answer.

Examples of items to address include: Integrating and featuring ENERGY STAR in point-of-sale, advertising, marketing, and web site; training to sales staff to effectively market ENERGY STAR; showcasing ENERGY STAR in events or promotions.

Section 3. Measured Impact of ENERGY STAR

How has your organization measured the business impacts of your partnership with ENERGY STAR?

Examples of items to address include: Customer recognition of ENERGY STAR, actual home performance (e.g., energy savings, comfort, or indoor air quality), effectiveness of ENERGY STAR marketing and advertising efforts, additional ENERGY STAR coverage in local press and media.

- Additional examples for Builders: Increased home sales or profit margins; increased prospective buyer traffic, reduced consumer complaints and callbacks, enhanced consumer satisfaction, ease of code approval.
- Additional examples for Verification Organizations: Business and revenue growth, additional builder service opportunities.

Section 4– Other Efforts Across ENERGY STAR (OPTIONAL)

How has your organization incorporated the ENERGY STAR brand beyond building and qualifying ENERGY STAR qualified homes?

Examples to address include: Offering the ENERGY STAR Advanced Lighting Package or ENERGY STAR qualified lighting fixtures or bulbs, HVAC equipment, windows, and/or appliances (such as refrigerators, dishwashers, and clothes washers); Participating in the ENERGY STAR Indoor Air Package Pilot Program.